

What is claimed is:

1. A storage device comprising:

5 a storage medium having a data area configured to write content data thereto
and an identifier area configured to write an identifier thereto; and
a storage medium support frame configured to hold the storage medium and
provided with visible information that corresponds to the identifier, the visible
information being visible from the outside and selected from the group consisting of
a character, symbol, pattern, color, and combination of a character, symbol, pattern,
10 and color.

2. The storage medium of claim 1, wherein:

the storage medium support frame has a substantially rectangular shape and
a short side of at least 31.8 mm.
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3. The storage medium of claim 1, wherein:

the identifier is readable by a writing apparatus; and
the writing apparatus displays, on a display thereof, information selected
from the group consisting of a character, symbol, pattern, color, and combination of a
20 character, symbol, pattern, and color, and when the visible information agrees with
the displayed information, conducts writing.

4. A writing apparatus comprising:

a storage unit configured to store an identifier, a software file name, a title
25 of the software, and a visible information file that are related to one another;
a display controller configured to read the visible information file and the

title from the storage unit and output a display signal to display visible information and the title;

a display configured to receive the display signal from the display controller and display the visible information and the title;

5 a slot configured to receive a storage device therein;

an identifier reader configured to read an identifier stored in the storage device inserted in the slot;

an identifier-corresponding-software searcher configured to determine if software corresponding to the identifier read by the identifier reader is stored in the
10 storage unit; and

a writer configured to write the software corresponding to the identifier to the storage device, when the software corresponding to the identifier is present.

5. The writing apparatus of claim 4, wherein the storage device comprises:
15 a storage medium having a data area configured to write content data thereto and an identifier area configured to write an identifier thereto; and

a storage medium support frame configured to hold the storage medium and provided with visible information that corresponds to the identifier, the visible information being visible from the outside and selected from the group consisting of
20 a character, symbol, pattern, color, and combination of a character, symbol, pattern, and color.

6. The writing apparatus of claim 5, wherein:
the storage medium support frame has a substantially rectangular shape and
25 a short side of at least 31.8 mm.

7. The writing apparatus of claim 4, wherein:

the writer conducts the writing when the visible information on the storage medium agrees with the visible information displayed on the display, the visible information on the display being selected from the group consisting of a character, symbol, pattern, color, and combination of a character, symbol, pattern, and color.

8. The writing apparatus of claim 4, further comprising:

a correspondence table rewriter configured to rewrite a correspondence table showing correspondence among the identifier, file name, title, and visible information file.

9. The writing apparatus of claim 5, further comprising:

a communication unit configured to receive data required to rewrite the correspondence table from outside of the writing apparatus.

10. A replay program enabling a computer to execute instructions comprising:

instructions configured to read a first identifier from an identifier area of a storage medium;

instructions configured to read a second identifier from a data area of the storage medium;

instructions configured to conduct an operation selected from the group consisting of decrypting the second identifier, confirming if the second identifier is a first electronic watermark embedded therein, and decrypting the second identifier and confirming if the second identifier is the first electronic watermark embedded therein;

instructions configured to compare the first identifier and the second identifier with each other, when a case selected from the group consisting of the second identifier being decrypted, the second identifier being confirmed as being the first electronic watermark embedded therein, and the second identifier being
5 decrypted and being confirmed as being the first electronic watermark embedded therein is satisfied;

instructions configured to read content data from the data area;

instructions configured to conduct an operation selected from decrypting the content data, confirming if the content data is a second electronic watermark
10 embedded therein, and decrypting the content data and confirming if the content data is the second watermark embedded therein when at least a predetermined part of the first and second identifiers are identical to each other; and

instructions configured to replay the content data when a case selected from the group consisting of the content data being confirmed as being the second
15 electronic watermark embedded therein, the content data being decrypted, and the content data being decrypted and being confirmed as being the second electronic watermark embedded therein is satisfied.

11. A computer readable storage medium comprising:
20 an identifier area configured to store a first identifier; and
a data area configured to store:

a second identifier having at least one characteristic in which the second identifier is encrypted, the second identifier is a first electronic watermark embedded therein, and the second identifier is the first electronic watermark
25 embedded therein and is encrypted;

content data having at least one characteristic in which the content

data is encrypted, the content data is a second electronic watermark embedded therein, and the content data is the second electronic watermark embedded therein and is encrypted; and

- a replay program configured to make a computer execute
- 5 instructions comprising:
 - instructions configured to read the first identifier from the identifier area;
 - instructions configured to read the second identifier from the data area;
 - 10 instructions configured to conduct an operation selected from the group consisting of decrypting the second identifier, confirming if the second identifier is the first electronic watermark embedded therein, and decrypting the second identifier and confirming if the second identifier is the first electronic watermark embedded therein;
 - 15 instructions configured to compare the first identifier and the second identifier with each other when a case selected from the group consisting of the second identifier being decrypted, the second identifier being confirmed as being the first electronic watermark embedded therein, and the second identifier being decrypted and being confirmed as being the first electronic watermark
 - 20 embedded therein is satisfied;
 - instructions configured to read the content data from the data area;
 - instructions configured to conduct an operation selected from decrypting the content data, confirming if the content data is the second
 - 25 electronic watermark embedded therein, and decrypting the content data and confirming if the content data is the second watermark embedded therein when at

least a predetermined part of the first and second identifiers are identical to each other; and

instructions configured to replay the content data when a case selected from the group consisting of the content data being decrypted, the content data being confirmed as being the second electronic watermark embedded therein, and the content data being decrypted and being confirmed as being the second electronic watermark embedded therein is satisfied.

12. A writing method comprising:

10 writing a second identifier in a data area, the second identifier being obtained by at least one operation in which a first identifier written in an identifier area is encrypted, a first electronic watermark is embedded in the first identifier, and the first electronic watermark in the first identifier is embedded and is encrypted;

15 writing content data to the data area, the content data having at least one characteristic in which the content data is encrypted, the content data is a second electronic watermark embedded therein, and the content data is the second electronic watermark embedded therein and is encrypted; and

writing a replay program to the data area, the replay program being configured to make a computer execute instructions comprising:

20 instructions configured to read the first identifier from the identifier area;

instructions configured to read the second identifier from the data area;

25 instructions configured to conduct an operation selected from the group consisting of decrypting the second identifier, confirming if the second identifier is the first electronic watermark embedded therein, and decrypting the

second identifier and confirming if the second identifier is the first electronic watermark embedded therein;

instructions configured to compare the first identifier and the second identifier with each other when a case selected from the group consisting of the second identifier being decrypted, the second identifier being confirmed as being the first electronic watermark embedded therein, and the second identifier being decrypted and being confirmed as being the first electronic watermark embedded therein is satisfied;

instructions configured to read the content data from the data area;

instructions configured to conduct an operation selected from decrypting the content data, confirming if the content data is the second electronic watermark embedded therein, and decrypting the content data and confirming if the content data is the second watermark embedded therein, when at least a predetermined part of the first and second identifiers are identical to each other; and

instructions configured to replay the content data when a case selected from the group consisting of the content data being decrypted, the content data being confirmed as being the second electronic watermark embedded therein, and the content data being decrypted and being confirmed as being the second electronic watermark embedded therein is satisfied.

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13. A writing apparatus comprising:

a slot configured to receive a storage device therein;

an identifier reader configured to read a first identifier from an identifier area of the storage device inserted in the slot;

an identifier processor configured to obtain a second identifier by conducting at least one operation in which a first electronic watermark in the first

identifier is embedded, the first identifier is encrypted, and the first identifier being the first electronic watermark embedded therein is encrypted;

a storage unit configured to store:

content data having a characteristic selected from the group

5 consisting of embedding a second electronic watermark therein, being encrypted, and embedding the second electronic watermark therein and being encrypted; and

a replay program configured to make a computer execute instructions comprising:

10 instructions configured to read the first identifier from the identifier area;

instructions configured to read the second identifier from a data area of the storage device;

15 instructions configured to conduct an operation selected from the group consisting of decrypting the second identifier, confirming if the second identifier is the first electronic watermark embedded therein, and decrypting the second identifier and confirming if the second identifier is the first electronic watermark embedded therein;

20 instructions configured to compare the first identifier and the second identifier with each other when a case selected from the group consisting of the second identifier being decrypted, the second identifier being confirmed as being the first electronic watermark embedded therein, and the second identifier being decrypted and being confirmed as being the first electronic embedded watermark embedded therein is satisfied;

25 instructions configured to read the content data from the data area;

instructions configured to conduct an operation selected

from decrypting the content data, confirming if the content data is the second electronic watermark embedded therein, and decrypting the content data and confirming if the content data is the second watermark embedded therein when at least a predetermined part of the first and second identifiers are identical to each other; and

instructions configured to replay the content data when a case selected from the group consisting of the content data being decrypted, the content data being confirmed as being the second electronic watermark embedded therein, and the content data being decrypted and being confirmed as being the second electronic watermark embedded therein is satisfied; and
a writer configured to write the second identifier, content data, and replay program to the data area of the storage device.

14. A storage device comprising:
the storage medium of claim 11; and
a storage medium support frame configured to hold the storage medium and provided with visible information that corresponds to a part of the identifiers, the visible information being visible from the outside and selected from the group consisting of a character, symbol, pattern, color, and combination of a character, symbol, pattern, and color.

15. The writing apparatus of claim 13, wherein:
the storage unit is configured to store a given part of the first identifier, visible information, the content data, the replay program, and a title of the content data that are related to one another;
the writing apparatus further comprises:

a display controller configured to read the visible information and title from the storage unit and output a display signal to display the visible information and title; and

- 5 a display configured to receive the display signal from the display controller and display the visible information and title; and

the writer writes the content data and replay program corresponding to the given part of the first identifier to the data area of the storage device.